

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
BICYCLE AND PEDESTRIAN COMMITTEE

Tuesday, January 19, 2010 at 10:00 a.m.
MAG Office Building, Cholla Room
302 North First Avenue, Phoenix

MEMBERS ATTENDING

Brandon Forrey, Peoria, Chair of Bicycle and Pedestrian Committee	Steve Hancock, Glendale
Reed Kempton, Scottsdale, Vice-Chair of Bicycle and Pedestrian Committee	Joe Schmitz, Goodyear
Michael Sanders, ADOT	* Michael Cartsonis, Litchfield Park
* Michael Eagan, ASLA, Arizona Chapter	Denise Lacey, Maricopa County
Margaret Boone-Pixley, Avondale	Jim Hash, Mesa
* Robert Wisener, Buckeye	Katherine Coles, Phoenix
^ D.J. Stapley, Carefree	Lisa Padilla, Queen Creek
Bob Beane, Coalition of Arizona Bicyclists	Peggy Rubach, RPTA
* Doug Strong, El Mirage	Bob Bortfeld, Chandler
* Tami Ryall, Gilbert	Eric Iwersen, Tempe

*Members neither present nor represented by proxy.

^Attended via audio-conference

OTHERS PRESENT

Mara DeLuca, Maricopa County Public Health
Hobart Wingard, Surprise
Ray Yapranguirre, Kimley Horn
Keisha Truxillo, Valley Metro
Yuri Bahti, Banner Health
Michelle Klaver, Caron Children's Benefit Rep

1. Call to Order

Brandon Forrey called the meeting to order at 10:02 a.m.

2. Approval of the December 15, 2009 Meeting Minutes of the Bicycle and Pedestrian Committee

D.J. Stapley moved to approve the meeting minutes of the Bicycle and Pedestrian Committee for December 15, 2009. Margaret Boone-Pixley seconded the motion. The motion passed unanimously.

3. Call to the Audience

An opportunity was provided to members of the public to address the MAG Bicycle and Pedestrian Committee on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public were requested not to exceed a

three minute time period for their comments. A total of 15 minutes was provided for the Call to the Audience agenda item, unless the Bicycle and the Pedestrian Committee requests an exception to this limit. Please note that those wishing to comment on action agenda items were given an opportunity at the time the item was heard.

4. Staff and Member Agency Reports

Mara Deluca introduced herself as a representative from Maricopa County Public Health. She explained that in conjunction with MAG and Valley Metro, the County Public health department applied for a grant that would increase physical activity and health in the Valley.

Brandon Forrey reported that Peoria has installed a new pedestrian enhancement, a staggered cross walk with a raised median, at one of the high schools where there was a pedestrian that had been killed.

Eric Iwersen reported two new HAWK signals are being installed in Tempe. One HAWK will be installed at the Western Canal and Rural Road and one at McClintock and Rural Road. The HAWK signal is expected to go live next week. Brandon Forrey noted that in the 2009 MUTCD, it was recommended that a HAWK should only be installed mid-block.

Michael Sanders reported on the result of a meeting with MAG and ADOT. ADOT will install a bike path along the 202 Freeway Pecos alignment from 17th Avenue to 51st Avenue.

5. Bicycle Safety Education Campaign Update

Valley Metro presented an update on the status of the Bicycle Safety Education Campaign. One of the major items funded through the MAG grant are a series of workshops such as the *Helmet Your Head workshop*. Valley Metro is currently working on an e-learning module and is seeking a jurisdiction to volunteer a facility to host the workshop.

The safety message for this year's campaign is *Be Bright*. Make bright decisions for safety and health. Be seen in bright colored clothing. The message is for adults and children. Valley Metro is designing the message for reflectors, tee shirts, and other educational materials. Two design concepts were presented to the committee. These designs have previously been shown to several focus groups. One design included stars. Would males wear a star motif? Another design could use a scrabble message.

Bob Beane asked about using a bright colored shirt. Margaret Boone-Pixley suggested that maybe more people will wear white. Valley Metro may use a light colored shirt. DJ Staply said a light blue that looks like the sky is not necessarily bright as it is neutral. Brandon Forrey noted that white is bright but boring.

Last year the MAG grant paid for slap wrap reflectors. Valley Metro will consider other options this year. Under consideration is a string bag similar to what Mesa had done in the past. Valley Metro asked committee members for other items that should be considered besides the reflectors. The committee rejected the idea of the tattoos. Valley Metro will be working with AAA on motorist messages. Brandon Forrey suggested an idea to increase the number of people wearing the tee shirt with the educational message. Schools could establish a special day and kids that wear the bike tee shirt on that day could win a prize. If anyone has ideas for tag lines, please email them to Peggy Rubach at Valley Metro.

Valley Metro has been “doing a search and rescue” to find unused educational items such as brain boxes and bike rodeo boxes.

Between now and June, Valley Metro will be setting up a website to certify trainers who could then in turn train others. This website would be only accessible to those who are trained. Margaret Boone-Pixley suggested that a city be given access to this website not just one particular staff person.

6. Update from the Transportation Improvement Program (TIP) Subcommittee

On January 13, 2010, the TIP subcommittee met to identify areas in both the project application and project criteria that need refining. Cathy Arthur from MAG did a presentation on how the CMAQ scores are formulated.

Reed Kempton reported the results of that meeting. One of the most important numbers in this calculation is the Average Daily Trips for a parallel street to the project. Committee members asked how to calculate the ADT if a project is at an intersection. Cathy Arthur suggested that a jurisdiction could use the traffic at the intersection. There is still the fine point to be determined later as to what distance from the intersection does the project warrant using intersection traffic counts versus parallel street counts.

In terms of activity centers, Reed Kempton explained that once there is more than seven activity centers, more activity centers do not improve the score.

The formula uses the calculation of 20 year life span for concrete paths. The committee suggested that 40 years is more accurate. Cathy Arthur said she would replace the 20 years with 40 years for bike paths. Brandon Forrey asked if this same equation would work for asphalt paths. What about epoxy coated asphalt? These will need to be determined.

Katherine Coles explained that some of the questions could be better defined in the evaluation process. The air quality inputs include length of project with this same element being in the bike score, the committee needs to decide if this is redundant. The new bike criteria could be independent of the air quality criteria. For example, asking if the project is helping to complete the MAG area network. Reed Kempton noted that it would be easier now for the committee to understand the CMAQ formula.

Margaret Boone-Pixley noted that Cathy Arthur did explain that elimination of parts per million on the dust was the primary goal of the Air Quality Committee. Katherine Coles noted that PM10 reduction get the biggest bang for the buck. MAG is always looking for information to quantify for methodology.

Peggy Rubach emailed the forms to each committee member to order the new helmets for the April events.

7. MAG Bicycle Video

MAG staff presented an update on the MAG video on Bicycling in the Valley. Staff will request specific examples of built projects through the Design Assistance program that could be filmed for the video. Maureen DeCindis explained that the script first draft was finished. Eight cities were chosen to be

highlighted for their bicycle projects. Filming should commence this spring.

8. Request for Future Agenda Items

Members have the opportunity to suggest future agenda topics. No new items were identified.

9. Next Meetings

All meetings will be on the third Tuesday of the month in the Cholla Room at 1:30 p.m., except for those noted otherwise.

January 19, 2010 (10:00 a.m. in Saguaro Room)

February 16, 2010 (Saguaro Room)

March 16, 2010

April 20, 2010

May 18, 2010

June 15, 2010

July 20, 2010

August 17, 2010

September 21, 2010

October 19, 2010

November 9, 2010 (note change)

December 14, 2010 (noon)